

The BIG Picture



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August 2008

Join Us for Race for the Kids!

Experience the Power to Change Lives on September 27th at Riverside Park!

Register now for the 4th Annual Big Brothers Big Sisters of NYC Race for the Kids, sponsored by RBC—part of Nickelodeon's *Worldwide Day of Play!* The 4K Run/Walk and 2K Fun Walk will take place on Saturday, September 27th in Riverside Park at 72nd Street and celebrates the power of mentoring and emphasizes the importance of health, exercise and play. On *Race Day*, Bigs, Littles, BBBS of NYC volunteers, teams from many of the city's corporations and friends from throughout the five boroughs will gather to raise awareness and funds for BBBS of NYC. Following the race all participants are invited to a picnic with food, games and entertainment provided by Nickelodeon for the entire family. [Find out more.](#)



Bank of America Gets BBBS of NYC "Littles" Rolling

Many BBBS of NYC Littles can now let the good times roll. For the second year in a row, through an event made possible by Bank of America, more than 100 BBBS of NYC Littles received brand new Huffy bicycles, along with new helmets and locks. The bicycles were assembled by teams of Bank of America employees from around the world as part of the company's "Bikes for Kids" corporate team-building program organized by "On Target Teams." [Click to continue.](#)

Little Brother Selected to Protect Island Sanctuary Through Landmark Volunteers

This summer, 18-year-old Tyrell, a "Little" from the Bronx, who is in the BBBS of NYC Workplace Mentoring Program, left the city for the first time in his life to help protect the ecosystems on a 1,230-acre island off the coast of Maine. Landmark Volunteers, a highly-selective national youth volunteer organization, chose Tyrell out of hundreds of applicants from across the country. He and other teen volunteers spent time removing and repairing fences, clearing trails, pruning trees, cutting logs and more on the Holbrook Island Sanctuary. [more](#)



Paramore Makes a Power Play to Support BBBS of NYC

Please join us on Thursday evening, August 28th, for a special concert event benefiting Big Brothers Big Sisters of New York City. The popular platinum album-selling rock band and Best New Artist Grammy Award nominee "Paramore" will be performing at Rumsey Playfield in Central Park with opening acts Jacks Mannequin, Phantom Planet, and Paper Route. To find out more, [read on.](#)

HBO Hosts Sorority and Fraternity "Littles" with Workshops and Luncheon

Littles from BBBS of NYC's Alpha Phi Alpha Fraternity mentoring program (Guiding Light Program) and the Delta Sigma Theta Sorority mentoring program (G.E.M.S.) were treated like top executives on August 14th at HBO headquarters in Manhattan. The event was organized by Nikki Bethel Grant, HBO's Vice President of Organizational Effectiveness, who is also a Big Sister in the program. [Find out more.](#)



Workplace Mentoring Program Helps Students Secure Summer Internships

This year BBBS of NYC's Workplace Mentoring Program matched students from 45 New York City schools with mentors from 50 corporations across the city. Students gain insight into the world of work and the various industries of the participating companies, learn office skills, and also spend one-to-one time with a mentor. Another exciting outgrowth of the Workplace Mentoring Program is the fact that many participating corporations offer some students the opportunity to participate in summer internships. [Read more.](#)



Big Brothers Big Sisters of New York City

Mentoring: making meaningful changes in the lives of today's youth.

Home

About Us

Volunteers

Donate

Family

News/Events

Partners

[Home](#) > [News / Events](#) > [In the News](#)

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teams from many of the city's corporations and friends from throughout the five boroughs will gather to raise awareness and funds for BBBS of NYC. Following the Run/Walk, all participants are invited to a picnic featuring Nickelodeon's famous Slime America Truck, Nickelodeon characters, a musical performance by The New Menudo and field day games provided by the NFL and Alliance for a Healthier Generation. BBBS of NYC is very pleased to have RBC return as the title sponsor of the event. In addition, the organization welcomes the NFL and the Alliance for a Healthier Generation as new event partners. Additional event sponsors currently include: Verizon, JPMorgan Chase, Willis, Zurich, AIG, United Healthcare, Vitamin Water, WebMD, and Crunch Fitness along with media sponsors WNBC, Telemundo, WKTU, Z100, Q104.3, Power 105.1, Sports Illustrated, Men's Health Magazine and The Daily News.

The post-event picnic, held at the soccer field at 70th Street and Riverside Park, will feature Nickelodeon entertainment, Nickelodeon characters SpongeBob and Pick Boy, NFL and Alliance for a Healthier Generation field day activities as well as kayaking, basketball clinics, dance workshops, stilt walking, tile design, face painting and more. The picnic is a great way to cap off this fun day of family, friends and fundraising.



Last year's event helped to raise nearly \$600,000 to help support BBBS of NYC's mentoring program, and also helps to spread the word about the power of mentoring to all New Yorkers.

To learn more about participating as a team or individual, or for additional information about corporate sponsorships and donations, go to www.raceforthekids.org or call 212-994-7741. Join BBBS of NYC and experience the power to change lives!

 [Back to top](#)

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The bikes were assembled and distributed at events on July 9th at the Armory in Washington Heights and on August 1st at Chelsea Piers. Helping to spread the joy among the city’s youth in need, this year BBBS of NYC invited youth from Alianza Dominicana, a grassroots social service organization based in Washington Heights, to participate in the event and receive bicycles as well. “Having bicycles opens up a whole new world for these kids, most of whom wouldn’t have the opportunity to own and ride a bike without this program,” explains BBBS of NYC Education Specialist Kathy Kunath.

[Back to top](#)

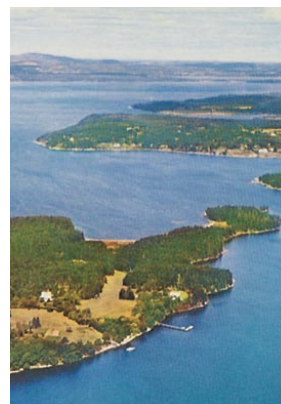
Little Brother Selected to Protect Island Sanctuary Through Landmark Volunteers

This summer, 18-year-old Tyrell, a “Little” from the Bronx, who is in the BBBS of NYC Workplace Mentoring Program, left the city for the first time in his life to help protect the ecosystems on a 1,230-acre island off the coast of Maine. Landmark Volunteers, a highly-selective national youth volunteer organization, chose Tyrell out of hundreds of applicants from across the country. He and other teen volunteers spent time removing and repairing fences, clearing trails, pruning trees, cutting logs and more on the Holbrook Island Sanctuary.

Tyrell, who enjoys photography, wanted an opportunity to see the world beyond the city and have a new experience. Although the work was hard, he enjoyed the scenic vistas and meeting teens from across the country. “I never really thought much about the environment before, but cleaning up made me feel good because I helped make a difference,” he explains. He hopes to get involved with environmental causes in a local park this fall. Tyrell’s Big Brother of two years, David, who works at Deutsche Bank, encouraged him to apply to the program and try something new. Another BBBS Little, a 16-year-old in the Building Futures Program, also participated in this summer’s Landmark Volunteer program in Sharon, CT.

Landmark Volunteers is a nonprofit organization giving motivated high school students the opportunity to make a real difference in the world around them through volunteer opportunities across the country. BBBS of NYC covered the cost of transportation for both Littles to enable them to participate.

[Back to top](#)



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paramore

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Doors open at 4:30pm, the show starts at 6:00pm. [Purchase tickets.](#)



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Littles from BBBS of NYC’s Alpha Phi Alpha Fraternity mentoring program (Guiding Light Program) and the Delta Sigma Theta Sorority mentoring program (G.E.M.S.) were treated like top executives on August 14th at HBO headquarters in Manhattan. The event was organized by Nikki Bethel Grant, HBO’s Vice President of Organizational Effectiveness, who is also a Big Sister in the program.



The event included an educational/self-esteem workshop where some of the “Bigs” discussed their professional career paths and the importance of education, particularly higher education, in achieving their goals. The adolescent Littles in the Guiding Light and G.E.M.S. programs come from East New York, and they are matched with young working professionals of color who are alumni of the fraternity and the sorority. The *New York Daily News* sent a reporter to interview Littles and Bigs at the event. Look for the story soon!



Little Sister Brittney interned at the US Attorney’s office. Little Brother Joung interned at NYU Medical Center.

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During the summer, 19 Littles received paid summer internships through participants of the Workplace Mentoring Program, including PricewaterhouseCoopers, Citibank, New York University Medical Center, American Eagle, US Attorney’s Office, McCann Erickson, and Weil Gotshal Manges. The students have the

opportunity to put into practice the workplace skills they learned from their “Bigs” during the program year, gain additional experience and provide a leg-up for their future careers.

